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**MOVIES FOR  
CO-OP MEETINGS**

**FILM SOURCES**

**MOTION  
PICTURES  
FOR REA CO-OPS**

PA-115







## MOTION PICTURES FOR REA CO-OPS

This booklet is intended as a guide for Rural Electric cooperatives in the selection of motion pictures for use at annual meetings and on other occasions. Most of the films listed here are suitable also for showing before other rural groups.

From time to time, this booklet will be revised and reissued as new films are available. Any co-op which knows of a useful film not listed can help get the information to other co-ops by giving REA a brief report on the picture and how it can be booked.

Many documentary films are released by commercial organizations, universities, and Government agencies. They are not all reviewed by REA. This list is simply a selection of pictures available from various sources which have been seen by one or more members of the REA staff, which contain information that should interest electric co-op audiences and which should be available to co-ops at little or no charge on a loan or rental basis. Each film marked with an asterisk is regarded as particularly well-suited to general audiences, such as annual-meeting audiences. All of the pictures are 16-mm, and practically all are sound pictures.

The several good electrification films produced by various State agencies, such as State Extension Services, have not been included in the list since they are not available for distribution outside the State. Co-ops can get information about such films available in their individual States through their own State film library (see below).

Here is some additional information that may be helpful in locating and scheduling films:

State Film Libraries. One of the best sources of films for co-ops should be the public film library or libraries in their State. These libraries, cooperating with the public agencies that produce motion pictures such as the Department of Agriculture, collect visual educational materials for the convenience of schools and other organizations in their areas.

REA suggests that co-ops write their State film library for a catalog of the films it distributes and directions for borrowing them. A list of State film libraries will be found on page 7 of M. P. 673, the catalog of motion pictures of the United States Department of Agriculture. This catalog contains much information about films that may be helpful to co-ops.

REA Motion Pictures. Two motion pictures produced by REA are still available for showing. "Bob Marshall Comes Home" was made in 1945. It shows why co-ops practice area coverage and how it works. This is done by telling the story of a returned war veteran in his efforts to get power for his farm. "Power and the Land" tells the general story of why and how electric co-ops are organized and what benefits electricity brings to the farm family. It was made in 1940 and contains some out-of-date statistics, but otherwise is still good.

REA does NOT distribute these films. Like other Department of Agriculture pictures, they are distributed through the State film libraries, and should be booked through those libraries.

A few extra prints are kept in Washington for emergency use. If your State film library cannot supply prints of the REA films at the time you need them, let REA know. An effort will be made to get one of these emergency prints for you from the Motion Picture Service of the Department of Agriculture.

Co-op Films. One of the best general sources of co-op films is the Cooperative League of the U. S. A., 343 South Dearborn Street, Chicago 4, Illinois. Several of the League's films are contained in the attached list of titles. For complete information, write the League for its catalog of films and recordings. The League makes a nominal rental charge for its films and also makes prints available for sale.

Another source of co-op films is the Farm Credit Administration. These films are available from the Information Agent of the Farm Credit district which serves your State. A complete list of Farm Credit films and district offices is printed at the end of this pamphlet.

Commercial Films. A number of films listed are produced by appliance equipment firms. The best source of supply for these films should be the local dealers and distributors who represent the firm in your co-op's territory. If the company has no representative in your locality or if the dealer or distributor does not know how to obtain the films for your co-op, write to the address given at the end of this list.

Other Sources. Several organizations act as distributors of documentary films of all kinds. Among these are:

Farm Film Foundation, 1731 Eye Street, N. W., Washington 6, D. C. -- A nonprofit organization for the distribution of selected documentary movies to recognized groups. Catalog available on request to the Foundation.

Young America Films, Inc., 18 East 41st Street, New York 17, New York.

Modern Talking Picture Service, 9 Rockefeller Plaza, New York 20, New York -- Has offices in 24 cities and will furnish their addresses upon request. Some films are distributed on a rental basis, others free of charge.

Book Films Early. Whatever the film or the source of supply, it always pays to arrange bookings as far in advance of the actual showing as possible, because no one agency has an unlimited number of prints of any film.

Purchasing Films. REA also receives requests from time to time from borrowers about the purchase of films. Many of the films listed can be purchased in case your co-op would like to build up a library of its own prints. Information can be obtained about purchase arrangements from the sources listed. Prints of all Department of Agriculture films, including the two REA pictures, may be purchased from Castle Films. The address to write to is Castle Films Division, United World Films, Inc., 1445 Park Avenue, New York 29, New York. The prices are \$46.12 for "Power and the Land" and \$27.85 for "Bob Marshall Comes Home." There is a 10% discount to educational and nonprofit organizations, such as electric co-ops. Prices include the reel and can.



## AVAILABLE MOTION PICTURES ON ELECTRICAL AND CO-OP SUBJECTS

1950 revision

Title	Source (see addresses at end)	Time (minutes)	Subjects Covered, Comments, etc.
<u>GENERAL:</u>			
*Power and the Land	1	36	Rural electrification progress; uses.
*Bob Marshall Comes Home	1	20	Area coverage; electric cooperative's operation.
Outbreak	1	29	Story of foot-and-mouth disease and how U. S. and Mexico are cooperating to stamp it out.
Five Bandits of the Cotton Crop	1	10	Deals with boll weevil, bollworm, fleahopper, cotton leaf-worm and cotton aphid.
European Corn Borer	1	10	Describes control measures.
Know Your Land	1	10	Tells in nontechnical manner the proper uses of land.
*Farm Life	3 GE	30	Farm electrification
*Electrified Farming	3 GE	20	Modern farm equipment and methods.
Summer Storm	4 West.	20	Maintenance and use of services.
*More Time for Living!	4 West	30	How electricity saves labor, improves farm living.
Farm Electrification	14 NFBC	22	Excellent presentation of Canada's program of rural electrification. Rental fee \$5.
*New Ways in Farming (Note: This is one in a series of 16-mm. films distributed as the March of Time "Forum Edition." For complete information, write to address on page 8.)	16 MOT	15	Stresses electricity on today's farms.
*Of This We are Proud	17 Nash-K	30	General film on national progress.
The School that Learned to Eat	22 Gen. Mills	20	How a school learned to eat by working and playing correctly. Faculty, community, home activities.
*Timberhead!	UBL	30	Use of electricity in industry; running water in home; electricity for searchlights, loading and unloading river-borne goods.
<u>CO-OP FILMS</u>			
The Rural Co-op (Note: A complete list of Farm Credit Administration films and distribution points is attached.)	13 FCA	30	War Department film on farm co-ops; distributed in U. S. by Farm Credit Adm.

Title	Source (see addresses at end)	Time (minutes)	Subjects Covered, Comments, etc.
CO-OP FILMS-(cont'd)			
*Banking on the Land	13 FCA	20	Farm mortgage credit system; Federal Land Banks and service to farmers.
*What is a Co-op?	29 CL	30	Basic story on co-ops; good section on electric co-ops. Rental, \$5.
*Beyond the Land	29 CL	32	New film telling of farm people, their co-ops. State fair background.
A Trip to Cooperative Europe	29 CL	30	Travelogue of European co-ops, including human interest travelogue pictures. Rental, \$4.
The Power of Neighbors	29 CL	20	The story of the oil program of Indiana co-ops. Rental, \$5.
*Here is Tomorrow	29 CL	30	Tells of general co-op program. Broadly educational. Rental, \$4.50.
The Inside Story of Modern Milking	29 CL	30	Use of milking machines for labor-saving. Rental, \$5.
<u>WIRING AND LIGHTING</u>			
*The Dawn of Better Living	4 West.	16	Disney film on architectural features of future wiring, lighting, and home uses.
The Magic of Fluorescence	3 GE	17	Research; principles of fluorescence.
The Electrician	6 Mahnke	10	Electrical equipment and wiring. Vocational.
Electronic Light	4 West	16	How fluorescent lamps are manufactured.
*The Light in Your Life	3 GE	29	Uses of light bulbs.
What is Electricity?	4 West.	20	Fundamental facts on which common uses of electricity are based. For Vocational Agriculture Classes, homemakers, co-ops.
<u>FARM USES OF ELECTRICAL EQUIPMENT</u>			
*Running Water on the Farm	3 GE	20	Value in increasing production. 1946.
*The Next Step	18 Castle	30	Produced by Crane Co: planning farm water system and plumbing.
*Thirsty Acres	9 UP	30	Importance of power in developing our water resources; farm irrigation.



Title	Source (see addresses at end)	Time (minutes)	Subjects Covered, Comments, etc.
<u>FARM USES OF ELECTRICAL EQUIPMENT - Continued</u>			
Mr. Farmer Builds a Septic Tank	21 Port.	30	Particularly useful if you have a plumbing program.
The Inside of Arc Welding	3 GE	10	4-part film- recommended parts: Part I- Fundamentals--farm uses; Part IV - A. C. Welding.
*Welding on the Farm	3 GE	25	Advantages of farm welding to repair or modify farm machinery and equipment.
*Welding Comes to the Farm	20 Linc.	30	Interesting as a film and also as a presentation of demonstration technique.
*Green Hay	3 GE	30	Mow hay drying.
Fencing Electrically	12 Prime	20	Farm fencing. 1942.
*Water for a Nation.	1	19	Shows how the farmer depends on water to raise crops, livestock; the Nation in turn depends on the farmer to guard water supply through soil and water conservation practices.
*Today's Chicks.	1	18	Federal-State supervised program; national poultry improvement plan to improve breeding qualities and reduce losses from pullorum.
Science of Milk Production	30 RPC	35	Modern milking methods.
<u>HOUSEHOLD USES OF ELECTRICAL EQUIPMENT</u>			
Home Electric Appliances	1 & 2 EB	10	Chiefly classroom use or training. Electric iron, fluorescent lighting, refrigerator, vacuum cleaner, motor maintenance, principles of thermostat.
<u>Laundry Equipment:</u>			
Into the Suds and Out	28 Inst.	14	McCall's film on home laundry methods.
<u>Refrigeration:</u>			
*How to Get the Most out of Your Refrigerator	7 GM	30	Use and care.
40 Billion Enemies	4 West.	26	Home economics. 1942. War slant in early part.
Vanishing Vitamins	3 GE	17	Household refrigeration; suited to women's groups.

Title	Source (see addresses at end)	Time (minutes)	Subjects Covered, Comments, etc.
<u>HOUSEHOLD USES OF ELECTRICAL EQUIPMENT - Continued</u>			
<u>Refrigeration: - Continued</u>			
5 Days in the Cooler	28 Inst.	15	McCall's film on use of refrigerator in home meal planning.
What makes it Cold?	7 GM		Answers questions a child asks, about refrigeration in his home.
<u>Freezing:</u>			
*Freezing Fruits & Vegetables	1 & 8 BHNHE	15	Various models; methods and techniques.
*Frozen Freshness	7 GM	30	Preparation and storage; cooking.
*Frozen Foods	3 GE	40	1945.
Constructing a Farm Freezer	10 Doug.	16	Home construction of 21 cu. ft. freezer chest designed at Univ. of California.
Assignment for Penny	3 GE	20	Home freezer uses for families.
*Surprise for Janie	17 Nash-K	24	The home freezer's role in better living.
Freeze It	28 Inst.	14	McCall's film on preparation of foods for home freezer and use of frozen foods in meals.
<u>Farm Kitchen:</u>			
*Ingredient X	3 GE	20	Advantages of electric cooking
Don't Blame It On the Oven	3 GE	19	Effective use of electric range ovens 1943.
V-Men	4 West.	17	Old-fashioned vs modern electric cooking.
*A Step-Saving Kitchen	1 & 8 BHNHE	8	Modern farm kitchen.
Kitchen Magic	28 Inst.	12	Electric sink with dishwasher and garbage disposal unit.
Proof of the Pudding	3 GE	14	Advantages of controlled electric heat on a modern electric range.
Two Square Feet of Cooking Magic	4 West.	10	Automatic electric roaster-oven and food preparation with it.
Cooking- High Style	3 GE	20	Modern food preparation- electrically
<u>SAFETY</u>			
*Farm Inconveniences	15 IH	19	General farm safety; highly entertaining.



Title	Source (see addresses at end)	Time (minutes)	Subjects Covered, Comments, etc.
<u>SAFETY - Continued</u>			
*Miracle in Paradise Valley	27 Sinc.	33	Electrical safety on the farm.
Approved by the Underwriters	24 UL	30	A story of protection of life and property; tests on electric equipment and other materials. Covers all types of fire protection.
Preventing Fires through Electrical Safety	19 NEMA	23	Principles of electrical safety as applied to fire protection.
Make Safety Your Number One Crop	23 NSC	15	4-H Safety activities program.
(Note: A complete catalogue of safety films is available on request to National Safety Council, 20 North Wacker Drive, Chicago 6, Ill.)			
<u>FUNDAMENTALS OF ELECTRICITY</u>			
*Principles of Electricity	3 GE	20	Disney film on terminology, principles. 1945.
What is Electricity?	4 West.	22	Characteristics of electricity. 1943.
Watts in Glass	4 West	20	Describes uses and manufacture of rock wool insulation.
The Story of Electricity	5 Ideal	20	History of development.
Electronics at Work	4 West.	20	In radio, x-ray, bacterial lamps. 1942.
*Adventures in Research	4 West.	20	Electric research laboratories; electronic developments in modern life and industry.
Elementary Science Series. (Full list and details available from Young America Films, Inc. 18 East 41st St., New York City 17, N. Y.)	31 YAF	rental	Grade schools.
<u>RADIO-TELEVISION</u>			
On the Air	4 West.	28	Radio and television broadcasting. 1946.
Music in the Sky	4 West.	16	Radio show, orchestra, singer.
Magic in the Air	7 GM	9	Basic principles of television shown by animated diagrams. Television studios visited.
Naturally It's FM	3 GE	17	Differences between FM and AM radio.

\*Regarded as particularly well-suited to general audiences.

## SOURCES OF MOTION PICTURES ON ELECTRICAL AND CO-OP SUBJECTS

1. State Film Libraries.
2. Encyclopedia Brittanica Films, Inc., 20 Wacker Drive, Chicago 6, Illinois
3. General Electric, Visual Instruction Section, 1 River Road, Schenectady 5, New York  
(14 distributing points, or through local GE dealers)
4. Westinghouse Electric Corporation, Motion Pictures & Speakers Bureau, 511 Wood Street,  
Pittsburgh 30, Pa. (Or through local Westinghouse dealers)
5. Ideal Pictures Corporation, Chicago, Illinois
6. Carl P. Mahnke Productions, Des Moines, Iowa
7. General Motors Corporation, General Motors Building, Detroit 2, Michigan
8. Bureau of Human Nutrition and Home Economics, U. S. Department of Agriculture,  
Washington 25, D. C.
9. Union Pacific Railroad Company, Supervisor, Agricultural Development, 1416 Dodge  
Street, Omaha 2, Nebraska
10. Douglas Fir Plywood Association, Shoreham Building, Washington 5, D. C., also  
1707 Daily News Building, Chicago 6, Illinois, and  
Tacoma Building, Tacoma 2, Washington.
12. Prime Manufacturing Company, Electrical Division, 1669 South First Street, Milwaukee 4,  
Wisconsin
13. Farm Credit Administration, U. S. Department of Agriculture, Washington 25, D. C. (See  
enclosed list for film distribution points.)
14. National Film Board of Canada, 84 East Randolph Street, Chicago 1, Illinois; also  
620 Fifth Avenue, New York 19, New York, and  
c/o Canadian Embassy, Washington, D. C.
15. International Harvester, 180 North Michigan Avenue, Chicago, Illinois (or through local  
International Harvester dealers)
16. March of Time, Forum Edition, 369 Lexington Ave., New York 17, N. Y.
17. Nash-Kelvinator, Kelvinator Division, 14250 Plymouth Road, Detroit 32, Mich.
18. Castle Films Division, United World Films, Inc. 135 S. LaSalle, Chicago 3, Ill. or  
1445 Park Ave, New York 29, N. Y. or  
Russ Bldg., San Francisco 4, California.
19. National Electrical Manufacturers Association, 155 East 44th Street, New York 17, N. Y.
20. Lincoln Electric Co, 12818 Coit Road, Cleveland 1, Ohio
21. Portland Cement Association, 33 West Grand Avenue, Chicago 10, Ill.
22. General Mills, 400 Second Ave., Minneapolis 1, Minn.
23. National Safety Council, 20 Wacker Drive, Chicago 6, Ill.
24. Underwriter's Laboratories, Inc., 207 East Ohio Street, Chicago 11, Ill., or  
500 Sansome Street, San Francisco 11, Calif, or  
161 Sixth Avenue, New York 13, N. Y.
26. National Adequate Wiring Bureau, 155 East 44th Street, New York 17, N. Y.



Sources (Continued)

27. Sinclair Refining Co., 630 Fifth Avenue, New York 20, N. Y.
28. Instructional Films, Inc., 330 West 42nd Street, New York 18, N. Y.
29. The Cooperative League, 343 South Dearborn Street, Chicago 4, Ill.
30. Ralston Purina Co., 835 South 8th St., St. Louis, Mo.
31. Young America Films, Inc. 18 East 41st Street, New York City 17, N. Y.

Sound Motion Pictures Available - 16 mm. sizes  
 FARM CREDIT ADMINISTRATION  
 United States Department of Agriculture  
 WASHINGTON 25, D. C.

	<u>TITLE</u>	<u>RUNNING TIME</u>
1.	MARKETING LIVESTOCK COOPERATIVELY.....	20 minutes
	<p>From before the days of the Chisholm trail cooperative action has been a creed and tradition in the livestock industry, as is shown in this 2-reel colored picture. The specific services now available to producers through the livestock marketing cooperatives are shown in detail.</p>	
2.	THE SIGN OF DEPENDABLE CREDIT.....	18 minutes
	<p>Portrays the development of the need for specialized credit to provide short-term loans for farmers, and how the Production Credit System, controlled and operated by farmers themselves, is filling this need.</p>	
3.	FRUITS, VEGETABLES, AND COOPERATION.....	25 minutes
	<p>Shows how cooperative associations receive, process, pack, and market fruits and vegetables. It also points out the jobs that a small group of farmers just starting a cooperative can tackle with the best chances for success.</p>	
4.	COOPERATIVE WOOL FROM FLEECE TO FABRIC.....	30 minutes
	<p>Describes the handling of wool from the raising of the sheep through the entire manufacture of the product from its fleece stage down to the finished fabric.</p>	
5.	TEN YEARS OF CO-OP CREDIT.....	17 minutes
	<p>Shows Bill Green, a farmer-member of a production credit association, writing to his son in the Army reviewing conditions existing when these cooperative credit associations were organized and how they are helping farmers do their job of supplying essential products in wartime.</p>	
6.	BANKING ON THE LAND.....	22 minutes
	<p>Ned Harper, a charter member of a local national farm loan association, recalls in his own experiences the handicaps farmers faced in having only short-term mortgage loans, high interest rates, and renewal fees which drove farmers to insist on their own cooperative system. Mr. Harper traces the development of the system to date and the service it has and is now rendering farmers. Color film.</p>	
7.	WHAT IS A FARM WORTH?.....	12 minutes
	<p>Bob and Betty, young farmers interested in buying a farm, attend an appraisal demonstration at which they learn the things to look for in deciding how much a farm is worth, and resolve to use it as a guide in making the most important decision of their lives. Color film. (Available only from Farm Credit Administration district offices at Baltimore, Columbia, St. Louis, Louisville, and St. Paul.)</p>	
8.	COTTON THE CO-OP WAY.....	15 minutes
	<p>Cotton cooperatives in action over wide areas, with interesting references to the development of cotton production and processing.</p>	



TITLE

RUNNING TIME

9. THE RURAL CO-OP..... 20 minutes

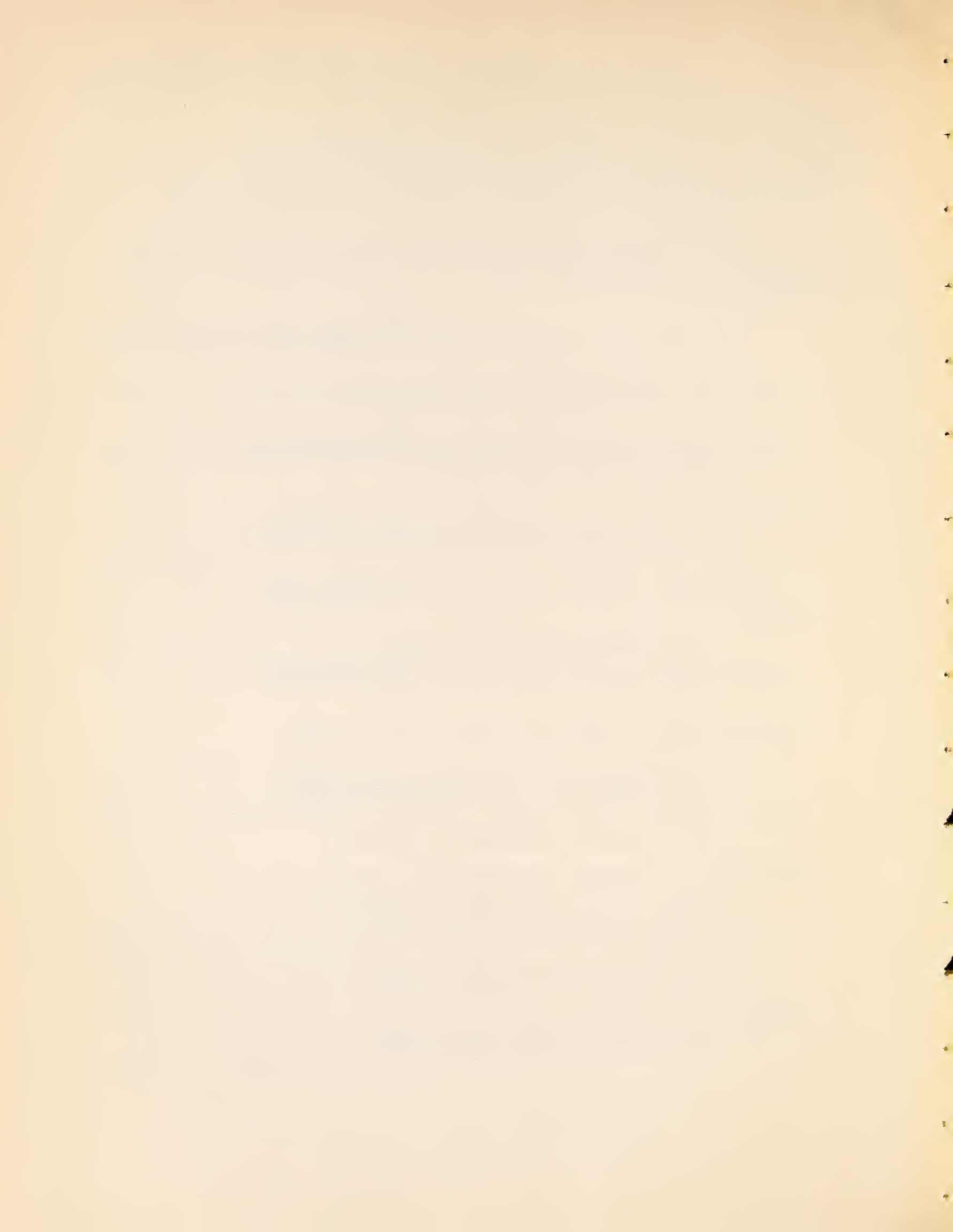
Produced by the Civil Affairs Division, Department of the Army to tell Germans, Austrians, and Japanese about American farmer cooperatives. Bears credit line of Farm Credit Administration which is distributing it in the United States through special arrangement with the producer. A splendid film which demonstrates the value of farmer cooperatives to their communities.

These motion pictures are available from the Information Agent of the Farm Credit district which serves the State in which you live. If you do not know his address, refer to the list below for offices and the States served by each.

E. B. REID  
DIRECTOR, INFORMATION AND EXTENSION

Addresses of Farm Credit Administration  
Information Agents From Whom Films May Be Obtained  
With States Served by Each

- Farm Credit Administration of Springfield, Massachusetts, serves:  
Connecticut, Maine, Massachusetts, New Hampshire, New Jersey,  
New York, Rhode Island, and Vermont
- Farm Credit Administration of Baltimore, Maryland, serves:  
Delaware, District of Columbia, Maryland, Pennsylvania,  
Virginia, West Virginia, and Puerto Rico.
- Farm Credit Administration of Columbia, South Carolina, serves:  
Florida, Georgia, North Carolina, and South Carolina.
- Farm Credit Administration of Louisville, Kentucky, serves:  
Indiana, Kentucky, Ohio, and Tennessee.
- Farm Credit Administration of New Orleans, Louisiana, serves:  
Alabama, Louisiana, and Mississippi.
- Farm Credit Administration of St. Louis, Missouri, serves:  
Arkansas, Illinois, and Missouri.
- Farm Credit Administration of St. Paul, Minnesota, serves:  
Michigan, Minnesota, North Dakota, and Wisconsin.
- Farm Credit Administration of Omaha, Nebraska, serves:  
Iowa, Nebraska, South Dakota, and Wyoming.
- Farm Credit Administration of Wichita, Kansas, serves:  
Colorado, Kansas, New Mexico, and Oklahoma.
- Farm Credit Administration of Houston, Texas, serves:  
Texas.
- Farm Credit Administration of Berkeley, California, serves:  
Arizona, California, Nevada, and Utah.
- Farm Credit Administration of Spokane, Washington, serves:  
Idaho, Montana, Oregon, and Washington.







LIBRARY  
UNIVERSITY OF CALIFORNIA  
BERKELEY  
U.S. DEPARTMENT OF AGRICULTURE